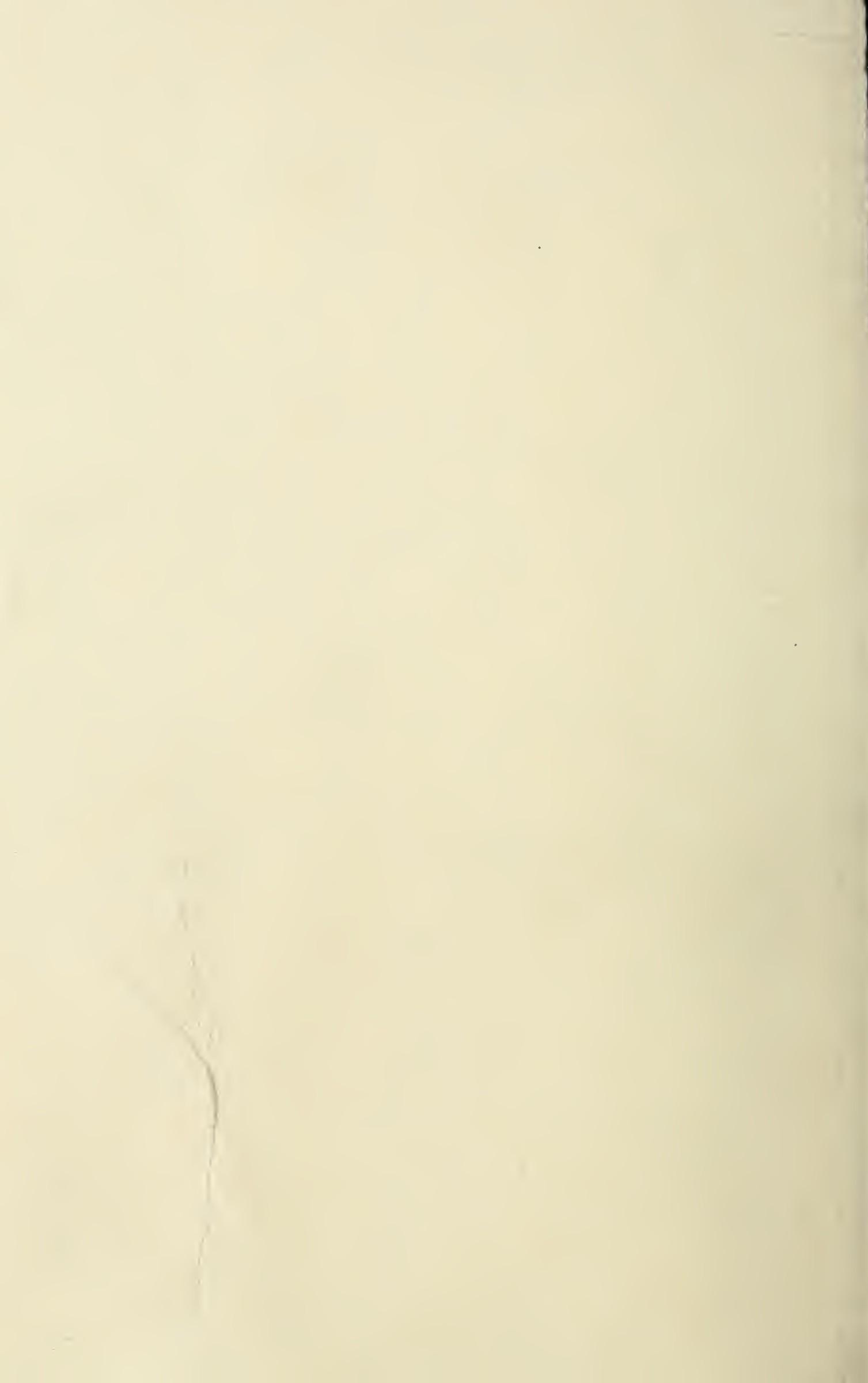


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Catalog of References for

**Extension
Education in
Wholesale and
Retail Food
Merchandising**

United States Department of Agriculture

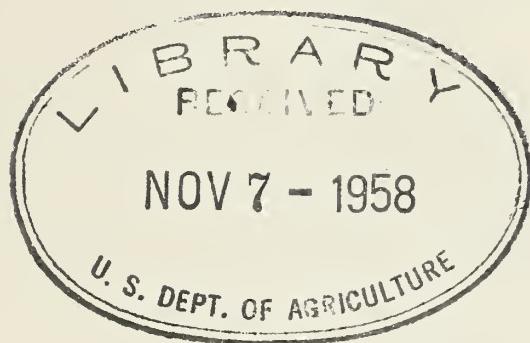
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CATALOG OF REFERENCES
for
EXTENSION EDUCATION IN WHOLESALE AND RETAIL
FOOD MERCHANDISING



United States Department of Agriculture
Federal Extension Service
Washington 25, D. C.

CATALOG OF REFERENCES FOR EXTENSION EDUCATION IN WHOLESALE AND RETAIL FOOD MERCHANDISING

WHY THIS CATALOG?

Each year thousands of pages of print are devoted directly to the subject of food wholesaling and retailing. Still other sources of information that could be of value to educators and market people are listed under various classifications. This catalog, while making no attempt to be exhaustive in its treatment of these sources, can serve to point out the areas where information can be obtained. It may be expanded or revised from time to time.

It is designed primarily for the use of marketing specialists in the State agricultural extension services. Yet it is hoped it will be useful also to educators everywhere who deal with food wholesaling and retailing and to other public and commercial interests that seek to raise the standards of merchandising operations and practices.

The principal purpose is to provide educators with leads to materials that will be helpful in planning and conducting effective educational programs in food distribution, whether they be primarily for adults or for youths in high schools or colleges, for on-the-job training of managers and employees in food stores, or for preservice education of prospective workers.

This catalog lists under 10 headings a considerable body of information dealing with the distribution of foods. These items are available from trade associations, commercial organizations, the trade press, and Federal or State Government agencies. Each item is described briefly and its source is identified. Single copies of most items may usually be obtained without charge.

*Prepared by W. F. Lomasney, formerly food merchandising specialist, Federal Extension Service, and now employed by the Illinois Extension Service.

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BASIC INFORMATION SOURCES

Work in the field of food merchandising for wholesalers, retailers, and secondary suppliers is primarily carried on with people. Whether establishing a specific business or a program of educational service, the person responsible should be acquainted with the basic characteristics of the area in which the work is to be concentrated. He will find a vast store of basic material available at the local library that will help to pinpoint general situations, competition, available service, the background of people, and other equally important factors of a socioeconomic nature.

The use to which these information sources can be put is limited only by the present knowledge and imagination of the person concerned. Consistent with the entire catalog, the references in this section are not complete, but merely indicate a few of the more usable sources of information.

Many of these publications are not for sale but are obtainable on a rental basis. Most libraries have these or similar references.

Indexes

1. The Agricultural Index.

Annual compilations with monthly supplements of available publications dealing with agricultural production, marketing, and related fields. Listed by commodities and subject-matter headings.

2. Industrial Arts Index. H. W. Wilson Co., 950-972 University Avenue, New York 52, N. Y.

Annual compilation of articles from selected periodicals, listed by topic and subject matter. Cross references are made, and monthly supplement keeps material current. Not restricted to food field.

3. Readers' Guide to Periodical Literature. H. W. Wilson Co. (Address given above)

Complete compilation from selected periodicals with monthly supplements. Not restricted to food field. Listings by subject-matter headings, occupational fields, and commodities.

4. Index of Super Market Articles, 1936-1952. Super Market Institute, 500 North Dearborn Street, Chicago 10, Ill.

A description of articles appearing in three major trade magazines.

Bibliographies

1. Guide to Government Information on Retailing. O.I.C. Rpt. No. 2. Published by Office of Industry and Commerce, U. S. Department of Commerce, Washington 25, D. C. 38 pp.

An index of distribution publications and services.

2. U. S. Department of Commerce Publications (1952) and Supplement (1951-52). Published by Office of Industry and

Commerce, U. S. Department of Commerce, Washington 25, D. C.

A complete descriptive index of Department publications by agencies.

Census Reports

1. **1950 Agricultural Census, Volume I, Counties and State, Economic Areas.** U. S. Department of Commerce, Bureau of the Census, Washington 25, D. C.
2. **U. S. Census of Business, 1948.** U. S. Department of Commerce, Bureau of the Census, Washington 25, D. C.
Volume VIII, Retail Trade Area Statistics.
Stores, sales, payroll, and personnel by geographic divisions, States, standard metropolitan areas, counties, and cities.
Volume I, General Statistics (Retail Trade).
Volume II, General statistics continued and merchandise line sales statistics.
Volume IV, Wholesale trade, area statistics.
Volume VI, Service trades, area statistics.
Volume VII, Service trades, area statistics.
3. **1950 Census of Population.** U. S. Department of Commerce, Bureau of the Census, Washington 25, D. C.
Volume II, Characteristics of the population by States.

TRADE JOURNALS

Conditions are changing rapidly in the production and marketing of foods. For example, significant developments have taken place recently in prepackaging perishables in transparent consumer units, refrigerated display equipment, frozen foods, and consumers' buying habits.

These changes make it imperative for educators in this field to make a special effort to keep up to the minute on the latest practices and facilities, from the grower to the consumer. Through the use of trade publications it is possible to keep abreast of developments, often including accounts of research in progress by various agencies.

Most university libraries subscribe for some, if not all, of these journals and have both current and past issues available.

NEWSPAPERS

1. **The Packer.**
Weekly newspaper of produce industry. Packer Publishing Co.
201 Delaware Street
Kansas City 6, Mo.

- | | |
|---|--|
| <p>2. The Produce News.
Weekly newspaper of produce industry.</p> <p>3. Supermarket News.
Weekly newspaper of food industry.</p> | <p>Preston Publishing Co., Inc.
6 Harrison Street
New York 13, N. Y.</p> <p>Supermarket News
7 East 12th Street
New York 3, N. Y.</p> |
| GROCERY MERCHANDISING MAGAZINES | |
| <p>1. The Progressive Grocer.
Monthly magazine slanted toward operators.</p> <p>2. IGA Grocergram.
Monthly magazine published especially for retail and wholesale grocers affiliated with IGA.</p> <p>3. Chain Store Age.
Monthly magazine. Stipulate "Executive Edition" when subscribing. Produce, grocery, and meat manuals in March, June, and November editions, respectively.</p> | <p>Butterick Co., Inc.
161 Sixth Avenue
New York, N. Y.</p> <p>Independent Grocers' Alliance
131 South Wabash Avenue
Chicago 3, Ill.</p> <p>Lebar-Friedman Publications, Inc.
Orange, Conn.</p> |
| <p>4. Nargus Bulletin.
Monthly magazine treating all phases of food retailing.</p> <p>5. Co-Operative Merchandiser.
Monthly magazine. Official publication for the National Retailer-Owned Grocers, Inc.</p> <p>6. Supermarket Merchandising.
Monthly magazine covering supermarkets.</p> <p>7. Food Topics.
Biweekly national newspaper for food retailers.</p> <p>8. Food Field Reporter.
Biweekly newspaper of the food and grocery industry.</p> <p>9. Wholesale Grocer News.
Monthly magazine.</p> | <p>National Association of Retail Grocers
360 North Michigan Avenue
Chicago 1, Ill.</p> <p>Cooperative Food Distributors of America
309 West Jackson Boulevard
Chicago 6, Ill.</p> <p>Supermarket Publishing Co.
45 West 45th Street
New York, N. Y.</p> <p>Topics Publishing Co., Inc.
330 West 42d Street
New York 18, N. Y.</p> <p style="text-align: right;">Do.</p> <p>Verst Publishing Co.
431 South Dearborn Street
Chicago 5, Ill.</p> |

DAIRY MAGAZINES

1. **Milk Plant Monthly.**
Monthly magazine with a section on merchandising.
2. **American Milk Review.**
Monthly magazine with a merchandising slant.

FROZEN FOOD MAGAZINES

1. **Locker Management.**
Monthly national magazine for locker plant industry.
2. **Quick Frozen Foods.**
Monthly national magazine for frozen food industry.
3. **Frosted Food Field.**
Monthly magazine on frozen foods.
4. **Frosted Food Age.**
Monthly magazine on frozen foods.

Merchandising Publications Inc.
912 Baltimore Street
Kansas City 5, Mo.

American Milk Review
92 Warren Street
New York 7, N. Y.

Locker Management
105 South Ninth Street
St. Louis, Mo.

Quick-Frozen Foods
82 Wall Street
New York 5, N. Y.

Frosted Food Field
25 West Broadway
New York 7, N. Y.

Frosted Food Age
220 East 42d Street
New York 17, N. Y.

MEAT MAGAZINES

1. **Meat and Food Merchandising.**
Monthly magazine devoted to the merchandising of fresh and frozen foods.

Meat Merchandising Inc.
105 South Ninth Street
St. Louis, Mo.

POULTRY MAGAZINES

1. **American Egg and Poultry Review.**
Monthly national magazine for poultry industry.
2. **Poultry Processing and Marketing.**
Monthly national magazine for poultry industry.

Urner-Barry Co.
92 Warren Street
New York 7, N. Y.

Watts Publishing Co.
Mount Morris, Ill.

PACKAGING MAGAZINES

1. **Packaging Parade.**
Monthly magazine on packaging equipment, materials, design, shipping, and merchandising.

Haywood Publishing Co.
360 North Michigan Avenue
Chicago 1, Ill.

2. **Modern Packaging.**
Monthly magazine on packaging materials, design, merchandising, and so forth.
3. **Good Packaging.**
Monthly magazine on packaging materials, design, merchandising, and so forth.
4. **Pre-Pack-Age.**
Monthly magazine dealing with consumer packaging and merchandising of fresh foods.
- Modern Packaging Co.
122 East 42d Street
New York City, N. Y.
- Pacific Trade Papers Publishing Co.
210 Mississippi Street
San Francisco 10, Calif.
- Produce Prepackaging Association, Inc.
1250 East Main Street
Stamford, Conn.

PROCESSING MAGAZINES

1. **Food Industries.**
Monthly magazine devoted to manufacturing, processing, and technology in food industry.
2. **Distribution Age.**
Monthly magazine covering problems, research, techniques, and methods of food distribution.
- McGraw-Hill Publishing Co.
330 West 42d Street
New York 18, N. Y.
- Chilton Co., Inc.
100 East 42d Street
New York 17, N. Y.

MERCHANDISING AND HANDLING

In this section are listed materials that are especially useful in planning and outlining programs of education and training. Here will be found background and factual information, instruction outlines and plans used by various agencies, illustrative materials for classroom use, and other aids.

Certain of these books, leaflets, and pamphlets are accepted texts and reports of research. Others are more promotional in character.

Sales promotion literature may often be used to advantage in the classroom provided the instructor identifies it. He should also know how to evaluate such materials and the claims on which they are based. He should be able to appraise good promotion and bad. He should know advertising trends and developments, and where good advertising and sales promotion materials may be obtained. Much modern advertising makes effective use of factual information.

Only those items are listed here that are reasonably appropriate for educational use.

FRUITS AND VEGETABLES

1. The Blue Goose Buying Guide for Fresh Fruits and Vegetables.
Buying tips; home care; vitamins and minerals in the diet; food value of fresh fruits and vegetables; and seasonal supply charts. Illustrated with excellent color reproductions of most fruits and vegetables.
 2. How To Cut Spoilage Losses. K-133.
Lists fruits and vegetables, indicating proper care for each.
 3. Keeping Produce Alive. K-147.
Practical instructions on good care and handling.
 4. Fruit and Vegetable Merchandising. K-250.
Handbook supplement to film of same name.
 5. 101 Profitable Ideas for Fruit Departments.
A handbook on fruit and vegetable merchandising.
 6. Sunkist Free Mat Service.
Advertising aids.
 7. Sunkist Merchandiser.
Trade paper distributed from time to time.
 8. Produce Manual.
Facts on care and handling, display, and merchandising. Appears in March issue of Chain Store Age's Grocery Manager Edition.
 9. (a) About Bananas.
(b) Banana Boxing Manual.
(c) Banana Ripening Manual.
(d) Bananas, How To Serve Them.
(e) Banana Salad Bazaar.
- American Fruit Growers, Inc.
122 East Seventh Street
Los Angeles 14, Calif.
- California Fruit Growers Exchange
Dealer Service Division
Sunkist Building
Los Angeles, Calif.
- Do.
- Do.
- Do.
- Do.
- Do.
- Chain Store Age
185 Madison Avenue
New York 16, N. Y.
- Fruit Dispatch Co.
Pier 7, North River
New York 6, N. Y.

9. --Continued

- (f) Answers to Questions
Frequently Asked About
Bananas.
- (g) Better Banana Merchandising.
- (h) Bananas Need Cold Weather
Protection.
- (i) Summer Care and Display of
Bananas.
Booklets, pamphlets, and
leaflets colorfully present
methods and techniques for
successfully merchandising
bananas.

10. Produce Manual.
A manual on care and
handling of fresh produce.
11. How To Prevent Spoilage in
the Food Store. Alexander
Todoroff.
On care and handling of per-
ishables sold in grocery
stores.
12. Florida Citrus Merchandising
Ad-Maker.
Mats and selling lines useful
in preparing signs, adver-
tising, and handbills.
13. The Application of Retail Store
Problems to The Grower.
December 1951.
Summarizing current apple
merchandising information.
14. Turnover of Fresh Fruits and
Vegetables in Retail Stores.
Misc. Pub. 12, October 1951.
Data showing the relative
turnover of different products
in stores of various sales
volumes.
15. Volume of Fresh Fruits and
Vegetables Handled in Balti-
more Independent Retail
Stores. Miscellaneous Pub.
108, 1950.
Considers volume sales by
day of week and time of year.
- Fruit Dispatch Co.
Pier 7, North River
New York 6, N. Y.
- Grocery Trade Publishing
House
755 North Central Avenue
Chicago, Ill.
- Florida Citrus Commission
Lakeland, Fla.
- Department of Agricultural
Economics
University of Illinois
Urbana, Ill.
- Extension Service
University of Maryland
College Park, Md.
- Do.

16. Waste and Spoilage Loss of Fresh Fruits and Vegetables at Retail in Baltimore and Washington. Misc. Pub. 14, October 1951.
A study made in 28 small- and 2 large-volume stores showing concealed price reduction and throwout losses.
17. Freshening Vegetables for Retail Sale. Ext. Bull. 318, April 1953.
Methods used in preparing vegetables for retail sale.
18. Studies in Midwest Apple Marketing. Spec. Bull. 378, June 1952.
How marketing methods and quality affect the sale of apples.
19. Selling Michigan Apples. Spec. Bull. 382, 1952.
A summary of the findings from the Midwest apple marketing study (Spec. Bull. 378) which pertain particularly to the sale and merchandising of Michigan apples in Michigan.
20. For Value Buy Fruits and Vegetables in Season. Ext. Folder F-173, 1952.
A chart helpful in buying fresh fruits and vegetables.
21. Marketing Apples Prepackaged at the Shipping Point. Ext. Bull. 329, September 1954. Do.
22. Selling Farm Products Direct to Consumers. Ext. Folder F-167, April 1952.
Conditions essential to success in direct marketing at roadside stands, or at retail public market. Do.
23. Hydro-Cooling of Garden Produce. July 1949.
Explains hydrocooling process. Minnesota Hydro-Coolers Association Post Office Box 539 Minneapolis, Minn.

24. Hydro-Cooled Manual.
May 1950.
Useful information and
directions on handling and
merchandising iced vege-
tables.
25. When It's Cold There's Gold.
1948.
Results of an experiment
conducted by the Winston &
Newell Co. to test mechani-
cally refrigerated, insulated
iced, and not insulated and
not iced methods of handling
fruits and vegetables.
26. The Iced Produce Display.
Pictorial booklet on use of
ice in handling produce.
27. The Iced Produce Method.
A survey made at Ohio State
University on weight changes
of vegetables packed in ice
as against vegetables packed
at room temperature.
28. Produce Guide.
Care and handling.
29. Marketing New Jersey Sweet
Corn in a Wet Strength Paper
Bag With Ice. Bulletin 768,
April 1953.
Problems, costs, and con-
sumer acceptance of sweet
corn packed in ice in wet-
strength paper bags.
30. Merchandising Fresh Fruits
and Vegetables in Retail
Stores, Part I, Store Charac-
teristics and Produce Opera-
tions. A.E. 818, May 1952.
Studies concerning store
characteristics, produce
department operations, and
realized margins.
31. Practices Affecting Sales and
Spoilage. Part II, A.E. 819,
June 1952.
- Minnesota Hydro-Coolers
Association
Post Office Box 539
Minneapolis, Minn.
- National Association of Ice
Industries
1706 L Street NW.
Washington 6, D. C.
- Do.
- Do.
- National Association of Retail
Grocers
360 North Michigan Boulevard
Chicago 1, Ill.
- New Jersey Agricultural
Experiment Station
Rutgers University
New Brunswick, N. J.
- New York State College of
Agriculture
Cornell University
Ithaca, N. Y.
- Do.

32. Applying Improved Apple Merchandising Practices in Retail Stores. A. E. 807, April 1952.
Study of supermarket merchandising of apples.
33. Handling and Merchandising Sweet Corn. A. E. 699, April 1949.
A report of a project to determine and demonstrate effective handling procedures to assure better quality sweet corn.
34. Waste and Spoilage of Fruits and Vegetables in Retail Stores. A. E. 687, February 1949.
Brings together some of the results of economic studies showing waste and spoilage in retail stores.
35. Net Weights of Wholesale Units of Fruits and Vegetables Received at Retail Food Stores, Farm Economics. A. E. 171, September 1949.
Table of tear weights, noting variations between packages.
36. The Effect on Retail Store Sales of Sorting Potatoes by Specific Gravity. A. E. 925, September 1953.
37. (a) Facts About Fresh Pears.
(b) Pear Bureau Merchandising Plan.
(c) Know Your Pears.
Three booklets on mineral content, points of recognition, how to determine ripeness, ripening procedures, and storing.
38. Selling Fresh Fruits and Vegetables. Copyright 1949.
A comprehensive book on the retailing of fresh produce.
39. Retail Produce Departments. Sta. Cir. 382, February 1952.
- New York State College of Agriculture
Cornell University
Ithaca, N. Y.
- Do.
- Do.
- Do.
- Oregon-Washington-California Pear Bureau
502 Woodlark Building
Portland 5, Oreg.
- Progressive Grocer
Butterick Co., Inc.
161 Sixth Avenue
New York 13, N. Y.
- Agricultural Extension Service
Purdue University
Lafayette, Ind.

40. **Fruit and Vegetable Facts and Pointers.**
History, handling, and merchandising facts about many varieties and kinds of fruits and vegetables.
- United Fresh Fruit and Vegetable Association
777 14th Street NW.
Washington 5, D. C.
41. **Guide to Average Monthly Availability of 102 Fresh Fruits and Vegetables.**
(3d revision) 1954.
- Do.
42. **Monthly Supply Letter.**
Crop and price information from governmental and private sources, mainly U. S. Department of Agriculture. Data on a national basis.
- Do.
43. **Handling Potatoes.**
Describes and illustrates methods of grading, packing, storing, loading, and shipping potatoes.
- Union Pacific RR.
Traffic Department
Agricultural Department
Omaha 2, Nebr.
44. **Ripening Pears After Shipment: Report on Preliminary Investigations.** H. T. & S. Rpt. 212, July 1949.
Measurement of ripening time of pears kept at different temperatures. Use of pressure tester for measuring ripeness.
- Agricultural Research Service
U. S. Department of Agriculture
Beltsville, Md.
45. **Effect of Temperature and Moisture on the Shelf Life of Fresh Produce.** H. T. & S. Rpt. 213, July 1949.
Results of tests made under different conditions of temperature and moisture.
- Do.
46. **The Commercial Storage of Fruits, Vegetables, Florist and Nursery Stocks.** Agr. Handb. 66, September 1954 (supersedes Cir. 278).
Shows average temperatures essential for storage of most important varieties of fruits and vegetables.
- Agricultural Marketing Service
U. S. Department of Agriculture
Washington 25, D. C.

47. The Shelf Life of Fresh Fruits and Vegetables in Retail Store Display Cases. H. T. &S. Rpt. 247, October 1951.
A study of nine different vegetables showing their shelf life under the three main types of retail display--nonrefrigerated, mechanically refrigerated, and ice-bed cases--and with varying kinds of treatment in overnight care.
48. The Shelf Life of Tangerines in Retail Store Display Cases. H. T. &S. Rpt. 278, August 1952.
A study to determine the effects of retail store display and handling practices upon the quality and condition of tangerines.
49. The Shelf Life of Lemons in Retail Store Display Cases. H. T. &S. Rpt. 294, April 1953.
50. The Shelf Life of Northwestern Delicious Apples in Retail Store Display Cases. H. T. &S. Rpt. 299, June 1953.
51. The Shelf Life of Northwestern Anjou Pears in Retail Store Display Cases. H. T. &S. Rpt. 298, July 1953.
52. The Shelf Life of Florida Valencia Oranges in Retail Display Cases. H. T. &S. Rpt. 301, August 1953.
53. The Shelf Life of Green Peas in Retail Store Display Cases. H. T. &S. Rpt. 308, November 1953.
54. Waste and Spoilage Losses in Merchandising Fresh Fruits and Vegetables in Bulk in Self-Service Food Stores. August 1947.
Charts and statistics on garbage loss, markdown loss, and conceded loss.
- Agricultural Research Service
U. S. Department of Agriculture
Beltsville, Md.
- Do.
- Agricultural Marketing Service
U. S. Department of Agriculture
Washington 25, D. C.

55. Produce Department Space Utilization, Gross Margins, and Operating Costs, Selected Retail Stores, Charlotte, N. C. Market. Res. Rpt. 36, June 1953.
A complete analysis of 10 fruit and vegetable items in retail produce departments with a breakdown of operating time spent in performing certain activities in various sizes of stores.
56. A Report on Certain Phases of Handling Winter Pears in Retail Stores. December 1949. Measures results of a demonstration using display material as a means of increasing sales.
57. Containers in Common Use for Fresh Fruits and Vegetables. Farmers' Bull. 2013, February 1950.
An illustrated booklet.
58. Margins, Shrinkage, and Pricing of Certain Fresh Vegetables in Honolulu. A realistic appraisal of retail market structure, organization, and pricing methods that compare with mainland conditions.

MEATS

1. Meat Retailing in 1950.
A nationwide study of developments in meat retailing.
Armour & Co.
Union Stockyards
Chicago 9, Ill.
2. Technical Aspects of Self-Service Meats.
Packaging materials, shelf life, product care, refrigeration, effect of light, and equipment requirements.
Do.
3. Self-Service Meats.
Fifth annual report on current developments in meat retailing.
Do.

4. How To PrePackage Meats for Self-Service.
To help retailers convert to self-service meats.
- E. I. du Pont de Nemours Co.
Film Department
Wilmington, Del.
5. Time Lost or Time Saved.
A study in meat merchandising. Shows effect of self-service on meat merchandising.
- E. I. du Pont de Nemours Co.
Cellophane Division
Wilmington 98, Del.
6. Retailing Prepackaged Meat.
Spec. Bull. 385, November 1952.
The effect on sales and labor costs.
- Agricultural Experiment Station
Michigan State University
East Lansing, Mich.
7. The Meat We Eat. P. Thomas Ziegler.
A text on practical as well as scientific phases of the meat industry.
- Interstate Printers & Publishers
Danville, Ill.
8. (a) Cashing in on Beef.
(b) Cashing in on Lamb.
(c) Cashing in on Pork.
(d) Increasing Meat Sales.
(e) Pricing Retail Meat Cuts.
Methods of cutting and merchandising and 12 essential steps in accurate retail meat pricing.
- National Live Stock and Meat Board
407 South Dearborn Street
Chicago 5, Ill.
9. Food Value of Meat.
Food value tables.
- Do.
10. Pricing Retail Meat Cuts.
A reference manual.
- Do.
11. How To Increase Meat Sales and Profits.
A booklet containing tables useful in determining relative costs of various cuts of meat. Also markup tables.
- The Super-Cold Corporation
1020 East 59th Street
Los Angeles 54, Calif.
12. Store Tested Sales Plans.
How to hold customers and increase profits with proper handling of meat.
- Swift & Co.
Merchandising Service
Chicago, Ill.
13. Facts You Should Know About Beef.
Important factors in determining classes and grades of beef.
- Do.

14. Costs of Retailing Meats in Relation to Volume. Market. Res. Rpt. 24. Considers operating costs as a working tool toward more efficient management.
15. Self-Service Meats--Is It the Answer? An analysis of problems connected with establishing and operating a successful self-service meat department. 1951.
16. Receiving, Blocking, and Cutting Meats. Market. Res. Rpt. 41, June 1953. Efficiency studies of conventional handling methods in meat departments and suggestions for improvements.
17. Packaging and Displaying Meats in Self-Service Meat Markets. Market. Res. Rpt. 44, June 1953. Efficiency study reporting lowered costs and improvements in operation of two retail stores.
18. Which Costs Less--Self Service or Salesman Service Meat Retailing? Iowa Farm Science, Vol. 8, No. 2, August 1953. A popular-style digest of a detailed study dealing with the cost and sales relationships of the two methods of meat merchandising.

Agricultural Marketing Service
U. S. Department of Agriculture
Washington 25, D. C.

National Association of Retail Grocers
360 North Michigan Avenue
Chicago 6, Ill.

Agricultural Marketing Service
U. S. Department of Agriculture
Washington 25, D. C.

Do.

Agricultural Experiment Station
Iowa State College
Ames, Iowa

POULTRY

1. 2000 Years in Poultry Business. Condensation of an illustrated talk plus Illinois weight charts.
2. Retail Merchandising and Consumer Acceptance of Eggs and Poultry. Bull. X-6, September 1951. Explains and illustrates better merchandising methods for increasing consumer acceptance of eggs and poultry.

Armour & Co.
Dairy and Poultry Division
Chicago, Ill.

Extension Service
University of Maryland
College Park, Md.

3. Consumer Preferences and Buying Habits for Chicken. Misc. Pub. 8, September 1951.
A study showing the differences found to exist in the kind of meat bought for various occasions and for major holidays of the year.
4. A Study of the Merchandising of Poultry and Eggs in Retail Stores. Misc. Pub. 144, July 1952.
Marketing and merchandising trends and their effect.
5. Consumer Demand for Chicken as Related to Demand for Total Meat. Misc. Pub. 112, October 1951.
Factors affecting consumption of poultry products.
6. Buy a Big Bird--Serve Turkey by the Piece. October 1952.
Pictures of step-by-step method of cutting up a turkey into parts.
7. Chicken. Folder 20, August 1952.
Turkey. Folder 17, January 1952.
Folders featuring home use and recipes for cut-up chicken and turkey parts.
8. A Store Display Case for Eggs. A.E. 847, April 1953.
Describes a display case to improve egg merchandising.
9. Poultry Merchandising Handbook.
Techniques of handling and merchandising poultry products.
10. (a) Eggs, Selection, Grades, Care, Cookery.
(b) How To Carve Chicken and Turkey.
- Extension Service
University of Maryland
College Park, Md.
- Agricultural Experiment Station
University of Maryland
College Park, Md.
- Do.
- Missouri Farm News Service
College of Agriculture
University of Missouri
Columbia, Mo.
- Agricultural Extension Service
University of Missouri
Columbia, Mo.
- New York State College of Agriculture
Cornell University
Ithaca, N. Y.
- Poultry and Egg National Board
185 North Wabash Avenue
Chicago 1, Ill.
- Do.

10. --Continued
(c) Broiler-Fryer the All Purpose Chicken.
(d) Cooking the Broiler-Fryer Turkey.
Handout literature available in quantity.
11. Consumer Purchases of Eggs. Mimeo. EC-73, October 1952. Information from a survey of a representative sample of Indiana consumers, concerning their egg-purchasing habits. Agricultural Experiment Station
Purdue University
Lafayette, Ind.
12. Seven Ways to Greater Egg Profit. Leaflet 327, May 1952. Summarizes the effect of producer practices on egg quality. Agricultural Marketing Service
U. S. Department of Agriculture
Washington 25, D. C.
13. Marketing Eggs in Retail Stores in the Northeast. Northeast Regional Pub. 7, 1949. A study describing merchandising practices in retail stores and their relation to quality and egg sales. Agricultural Experiment Station
West Virginia University
Morgantown, W. Va.
14. Retailing Eggs in West Virginia Stores. Bull. 354, June 1952. Egg size and quality and price relationships. Do.
15. Marketing Poultry Products. Pierce and Termohlen. A text on the principles and practices of marketing poultry products. John Wiley & Sons, Inc.
New York, N. Y.
16. Consumer Egg Buying, Consumption and Preference Patterns. Bull. 321, May 1954. A report of customers' knowledge of egg quality, United States grades, and buying practices of consumers in the Providence market. Agricultural Experiment Station
University of Rhode Island
Kingston, R. I.

17. Some Economic Aspects of Retailing Chicken Meat. Bull. 734, May 1953.
Data on prices, quality, volume of sales, and retail merchandising practices collected biweekly for a year in California markets.

California Agricultural Experiment Station
University of California
Berkeley, Calif.

DAIRY

1. Know Your Cheese and How To Sell It.
Sales ideas and suggestions as well as historical and general information.
2. The Romance of Cheese.
The story and history of cheese.
3. Cheese.
A complete glossary of the world's favorite varieties.
4. Dairy Merchandising Tips.
Product temperatures, placement varieties, air currents.
5. New Business Formula:
Butter Facts and Merchandising Equal Extra Volume and Profits.
Interesting figures on butter sales profit potential.
6. Health Education Materials.
A catalog listing folders, booklets, posters, charts, and visual aids useful as basic aids in a health curriculum.
7. Comparison Cards.
Food values of 18 commonly eaten foods shown in graphic form by multicolored bars on individual cards.
8. Know Your Butter Grades.
Leaflet 264.

Borden Cheese Co.
350 Madison Avenue
New York 17, N. Y.

Educational Department
Kraft Foods Co.
Chicago, Ill.

Do.

Hussman Refrigeration, Inc.
St. Louis, Mo.

Land O'Lakes Creameries,
Inc.
Minneapolis 13, Minn.

National Dairy Council
111 North Canal Street
Chicago 6, Ill.

Do.

Agricultural Marketing Service
U. S. Department of Agriculture
Washington 25, D. C.

9. Milk Products, Consumer Purchase Patterns and Use. Memphis, Tenn., Market. Res. Rpt. 39, May 1953. Agricultural Marketing Service
U. S. Department of Agriculture
Washington 25, D. C.
10. Research in Food Retailing. Mimeo., February 1954. Preliminary report of a study of dairy departments in independent stores in Alabama. Reports net profits and merchandising practices. Agricultural Experiment Station
Alabama Polytechnic Institute
Auburn, Ala.

ROADSIDE STANDS

1. Roadside Marketing in the Garden State. Cir. 560, June 1954. Pointers on roadside marketing, including plans for constructing buildings and other facilities. New Jersey Agricultural Experiment Station
Rutgers University
New Brunswick, N. J.
2. Selling Through Roadside Stands. Bull. 159, March 1954. Emphasis on sales and merchandising methods for roadside operators. Illustrated. Agricultural Extension Service
University of Rhode Island
Kingston, R. I.
3. Roadside Marketing in Indiana. Sta. Bull. 577, 1952. Business analysis of direct farmers' sales outlet. Agricultural Experiment Station
Purdue University
Lafayette, Ind.
4. Some Facts About Roadside Marketing in Ohio. Bull. 225, July 1951. Description and analysis of stands as food outlets in Ohio, and changes in number of roadside markets from depression to postwar period. Agricultural Experiment Station
Ohio State University
Columbus, Ohio
5. Roadside Marketing of Fruits and Vegetables. Ext. Bull. 418, April 1950. Merchandising practices at roadside in Connecticut. Illustrated. Agricultural Extension Service
University of Connecticut
Storrs, Conn.

6. **Roadside Marketing in Vermont.** Bull. 553, November 1949.
A survey and practical standards for direct selling by farmers in Vermont.
7. **Essentials of Successful Roadside Marketing.** Spec. Cir., December 1948.
Standards of operation.
8. **Selling Farm Products Through Roadside Stands.** Ext. Bull. 466, June 1941.
Practical guide to direct selling of farm commodities.
- Agricultural Experiment Station
University of Vermont
Burlington, Vt.
- Agricultural Extension Service
Pennsylvania State University
University Park, Pa.
- Agricultural Extension Service
Cornell University
Ithaca, N. Y.

PREPACKAGED AND FROZEN FOODS

PREPACKAGED FRESH PRODUCE

1. **Prepackaging Fresh Fruits and Vegetables.** Bull. 158, June 1954.
Draws together most of the published information on all phases of produce prepackaging from public and private sources, including bibliography.
2. **Prepackaging for Retailers, 1954.**
A mimeographed series of seven circulars used in merchandising meetings, outlining major factors to consider in store level prepackaging.
2. **Do.**
3. (a) **General Produce Packaging Information.**
(b) **Packaging Suggestions for Major Fresh Vegetables and Fruits.**
(c) **What's Going On in Produce Packaging in Independent Food Stores.**
October 1953.
A mimeographed series dealing with the organization and operations of a self-service retail produce department.
- Agricultural Extension Service
University of Rhode Island
Kingston, R. I.
- Produce Department
National Association of Retail Grocers
360 North Michigan Avenue
Chicago 6, Ill.

4. Character and Uses of Sylvania Cellophane. Type, description, and general uses of different kinds of cellophane.
5. Sylvania Cellophane for Retail Store Packaging. Suggests types of cellophane to use with different kinds of products.
6. Lumarith Transparent Film. Film for packaging -- description and uses.
7. Foodtainer, The Pioneer Prepackaging Tray. Illustrated brochure showing utility of trays in self-service.
8. A Brief Manual on Produce Pre-Packaging.
9. Dobeckmun Automatic Bag Selector for Produce Pre-packaging, 1950. Helpful hints on produce pre-packaging including a selector chart.
10. Profitable Stock Items in Films and Papers. A manual of Dobeckmun materials.
11. Packages and People. An analysis of shopping habit studies and the extent that self-service influences store decisions to buy.
12. Prepackaging--An Approach to Produce Profits. A time study on buying habits made in 513 stores in 9 different cities.
- Sylvania Division
American Viscose Corp.
350 Fifth Avenue
New York 1, N. Y.
- Do.
- Celanese Corp. of America
Plastics Division
180 Madison Avenue
New York 16, N. Y.
- B-F-D Division
Diamond Match Co.
155 East 44th Street
New York 17, N. Y.
- Dobeckmun Co.
Cleveland 1, Ohio.
- Do.
- Do.
- E. I. du Pont de Nemours Co.
Cellophane Division
Wilmington 98, Del.
- Do.

13. **A New Approach to Produce Merchandising.**
Considers problems of reducing waste, maintaining quality, customer preferences, cost and price control, sales volume, and prepackaging at various levels of distribution.
E. I. du Pont de Nemours Co.
Cellophane Division
Wilmington 98, Del.
14. **Marketing Florida Packaged Sweet Corn.**
A preliminary appraisal of the economic feasibility of prepackaging husked, fresh sweet corn at point of shipment.
Florida Agricultural Experiment Station
College of Agriculture
University of Florida
Gainesville, Fla.
15. **Prepackaging Spinach and Kale.**
Describes the packaging operation; considers packaging costs--materials and labor; retailing costs--waste and spoilage and labor; and consumer reaction.
Agricultural Experiment Station
University of Maryland
College Park, Md.
16. **Part II, Labor Requirements, Packaging Costs and Reductions in Weight. A. E. 829, July 1952.**
Do.
17. **Consumer Packaging as a Method of Retailing Fruits and Vegetables Produced in the Northeast, Part I. Bull. 870, July 1951.**
Information on the consumer acceptance of packaged fruits and a comparison of the costs, time factors, advantages, and disadvantages of packaging with the customary bulk method.
Cornell University Experiment Station
New York State College of Agriculture
Ithaca, N. Y.
18. **Prepackaging of Ohio Apples on the Farm and Their Marketing.**
A study including methods, costs, marketing, and consumer acceptance of farm prepackaged Ohio apples.
Department of Agricultural Economics
Ohio State University and Ohio State Agricultural Experiment Station
Columbus, Ohio

19. How To Prepackage Produce at Store Level.
An approach to store level prepackaging.
20. Packaging Late Crop Potatoes at Shipping Point and Terminal Market. Sta. Bull. 527, October 1952.
A study made to compare costs of packing potatoes into 10-pound mesh bags at shipping point and terminal market.
21. Packaging Fruits and Vegetables.
A booklet considering cost, palatability, and consumer acceptance, illustrated with graphs, charts, and pictures.
22. Prepackaging Lettuce.
An economic study of prepackaging at the wholesale grocery level conducted during 1946-47.
23. Prepackaging Apples at Point of Production.
A study on the development of new methods and techniques of prepackaging apples. Also considers possible savings through merchandising prepackaged apples.
24. Prepackaging Tomatoes.
A study showing that efficient methods and practices can increase labor efficiency up to 36 percent.
25. Cost of and Reasons for Rewrapping Prepackaged Meats, Poultry, and Cheese.
A study designed to aid retailers in the handling of prepackaged foods.
26. Prepackaging Thompson Seedless Grapes in Cellophane Bags in Retail Stores. January 1953.
Shows effect on sales, waste, and spoilage, and costs.
- Oneida Paper Products, Inc.
10 Clifton Boulevard
Clifton, N. J.
- Oregon Agricultural Experiment Station
Corvallis, Oreg.
- Agricultural Experiment Station
Purdue University
Lafayette, Ind.
- Do.
- Agricultural Marketing Service
U. S. Department of Agriculture
Washington 25, D. C.
- Do.
- Do.
- Do.

27. **Western Grower & Shipper Prepackaging Reports.**
Detailed accounts of a series of prepackaging experiments concerning asparagus, spinach, cauliflower, broccoli, carrots, lettuce, celery, sweet corn, tomatoes, and green beans which were published in the Western Grower & Shipper during 1952.

Western Grower & Shipper Publishing Co.
606 South Hill Street
Los Angeles 14, Calif.

FROZEN FOODS

1. **Purchase of Frozen and Canned Foods by Urban Families as Related to Home Refrigeration Facilities.**
Market. Res. Rpt. 60, February 1954.
Purchase patterns at retail for 12 frozen foods and 6 canned items.
2. **Availability and Display of Frozen Foods in Retail Stores in Washington, D. C. Market.**
Res. Rpt. 73, August 1954.
Space allocation and gross returns to retailers from a wide line of frozen foods in various size stores.
3. **Refrigeration and Air Conditioning.**
Well-illustrated story of refrigerated distribution.
4. **Refrigeration Applications Data Book.**
A practical book on applications of refrigeration in food marketing.
5. **An Examination of California's Frozen Food Industry.**
Information on production, competitive position, and freight rates of California frozen foods.

Agricultural Marketing Service
U. S. Department of Agriculture
Washington 25, D. C.

Do.

Air Conditioning and Refrigerating Machinery Association, Inc.
Southern Building
Washington 5, D. C.

American Society of Refrigeration Engineers
40 West 40th Street
New York, N. Y.

Research Department
California State Chamber of Commerce
San Francisco, Calif.

6. **Making More Profits From Frozen Foods.**
A booklet on handling and merchandising frozen foods. Cleverly illustrated.
7. **The Know How of Telling and Selling.**
The story of frozen foods. Percentage of waste elimination given for each product.
8. **Frozen Fruit and Vegetable Purchases.** Misc. Ext. Pub. 7, September 1951.
Data on movement of frozen foods from 25 independent food stores in Baltimore, Md., March 1948 to February 1949.
9. **Future of Frozen Foods.**
Talks given by James Cooke, vice president, Penn Fruit Co., and Alan W. Young, Whitney Frozen Food Co., Division of Safeway Stores at the NAFC convention, Miami, Fla., 1952.
10. **Trends in Frozen Foods Distribution in Food Chains, 1952.**
Background information.
11. **Tips on Retailing Frozen Foods.**
Important ideas in handling and merchandising frozen foods.
12. **Protecting Frozen Foods From Producer to Consumer, 1952.**
The care and handling of frozen foods from the time they leave the plant until they reach the consumer; also channels of distribution.
13. **Frozen Food Factbook and Directory.**
Contains factual information and articles pertaining to techniques of merchandising, pricing, and quantities of frozen foods sold.
- Dulany Frozen Foods
Fruitland, Md.
- Birds-Eye Snider Division
General Foods Corp.
383 Madison Avenue
New York 17, N. Y.
- Extension Service
University of Maryland
College Park, Md.
- National Association of Food Chains
726 Jackson Place NW.
Washington 6, D. C.
- Do.
- National Association of Frozen Food Packers
1415 K Street NW.
Washington 5, D. C.
- Do.
- National Frozen Food Distributors Association
60 East 42d Street
New York 17, N. Y.

14. **Frozen Food Suggestions, 1947.**
Locker plant suggestions for preparing, thawing, and cooking frozen foods.
15. **Processing by Frozen Food Locker Cooperatives, Misc. Report 129.** March 1949.
Study made in 120 locker plants in 9 States.
16. **Cold Storage Holdings.**
Monthly and annual summaries.
17. **Planning a Wholesale Frozen Food Distribution Plant.**
Market. Res. Rpt. 18, June 1952.
An aid in planning and improving distribution plant facilities.
18. **Merchandising Reconstituted Frozen Concentrated Orange Juice Through the Use of Mechanical Dispensers.**
March 1951.
A report of mechanical dispensers versus jug method of dispensing.
19. **Marketing Frozen Foods.**
June 1949.
A study of facilities and handling methods.
20. **The Relation Between Locker Plants and Home Freezers in the Distribution of Frozen Foods in Arizona, Part I and Part II,** May-June 1952.
A study on the methods of operation and the services offered to patrons who have home freezers. Suggests improvements to be made in freezer plant facilities, methods of operation, and services to patrons.
- National Frozen Food Locker Institute
105 South Nineth Street
St. Louis 5, Mo.
- Farm Credit Administration
United States Department of Agriculture
Washington 25, D. C.
- Agricultural Marketing Service
U. S. Department of Agriculture
Washington 25, D. C.
- Do.
- Do.
- Do.
- Do.
- Do.

21. **Frozen Food Locker Plants.**
Misc. Rpt. 146, March 1951.
Location, capacity, rates,
and use.
- Agricultural Marketing Serv-
ice
U. S. Department of Agricul-
ture
Washington 25, D. C.
22. **Competitive Position of the Frozen Fruit and Vegetable Industry.**
Compares fresh, frozen, and processed foods.
- Food Division
Office of Industry and Commerce
U. S. Department of Commerce
Washington 25, D. C.
23. **Frozen Food Lockers and Home Freezers.** Bull. 490, September 1950.
An appraisal and an analysis of the effect freezers and food lockers have on livestock marketing and meat distribution.
- Agricultural Experiment Station
University of Wisconsin
Madison, Wis.

FOOD STORE OPERATIONS

1. **Food Staff Presentation No. 12.**
Deals with customer shopping habits, likes and dislikes.
- Batten, Barton, Durstine & Osborne, Inc.
383 Madison Avenue
New York 17, N. Y.
2. **Food Staff Presentation No. 13. "If I Were My Grocer."**
Remarks and opinions of homemakers about their grocery stores.
- Do.
3. **Food Staff Presentation No. 14. "How We Shop for Groceries."**
A report taken from 2,300 women on how and to what extent their shopping is planned.
- Do.
4. **Food Staff Presentation No. 15. "A Study of Non-Food Items in Grocery Outlets."**
A report of the availability and consumer acceptance of nonfood items in the food store.
- Do.

5. **What the Public Spends for Grocery Store Products.**
Annual study of consumer spending, 3-year comparison.
6. **Book of Grocery Advertising and Selling.**
Useful in planning advertising, sales bulletins, handbills, and store displays.
7. **Changing Perspectives in Marketing, 1951.**
A collection of papers giving historical treatment and perspective to the development of marketing.
8. **Profitable Grocery Advertising.**
Booklet on increasing sales through displaying, advertising, and special sales.
9. (a) Advertising.
 (b) Buying To Sell Profitably.
 (c) Controlling Merchandise and Expenses.
 (d) Credits and Collections.
 (e) Departmentizing for Greater Profits.
 (f) Display Selling.
 (g) Do Clerks Earn Their Pay?
 (h) Expenses in Food Stores.
 (i) Expenses in Retail Food Businesses.
 (j) Making People Want To Trade With You.
 (k) Pricing Merchandise Properly.
 (l) Profit From Store Records.
 (m) Store Location.
 (n) Store Arrangement.
 (o) Special Sales.
 (p) Selling Goods Through Window Displays and Proper Lighting.
 (q) Retail Salesmanship.
 (r) Touch System of Cash Register Operation.
 (s) Getting Ahead in Retail Selling.

Food Topics
330 West 42d Street
New York 36, N. Y.

Grocery Manufacturers of America, Inc.
205 East 42d Street
New York 17, N. Y.

University of Illinois Urbana, Ill.

Libby, McNeill & Libby Sales Promotion Department Chicago, Ill.

Merchants Service National Cash Register Co. Dayton, Ohio

9. --Continued

- (t) 15 Ways To Speed Up Service at Checkout Counters.
- (u) Tips on Making Change.
- (v) A Cash and Credit System for Self-Service Stores.
- (w) Suggestions for Check-Out Market Planning.
- (x) Your Best Move to Higher Profits in Food Stores.
Booklets covering many phases of a retail operation.
Available from local and district offices.

10. (a) So You're Going To Advertise.

- (b) Checkers' Manual.
- (c) Credit Applications.
- (d) Credit and Delivery.
- (e) What Every Clerk Should Know.
- (f) Employment Applications.
- (g) Establishing and Operating a Grocery Store.
- (h) Dollar Garden.
- (i) Inventory Forms, Meat or Groceries.
- (j) Master Letter Manual.
- (k) Modern Meat Retailing.
(Revised.)
- (l) Nargus Meat Retailing Course.
- (m) Personnel Training Program.
- (n) Produce Guide. (Revised.)
- (o) Large Quantity Recipes.
- (p) Selling Price Slide Rule.
- (q) Sixty Special Sales Events.
- (r) Stimulating Sales all Year Round.
- (s) Store Modernizing Guide.
- (t) Meat Retailing Operations.
Booklets and aids on many phases of the grocery business.

National Association of Retail

Grocers

360 North Michigan Avenue
Chicago 6, Ill.

11. Store Modernizing Guide.

Plans for community shopping centers, store exteriors, flooring, fixtures, air conditioning, lighting, layouts, and ventilating.

Do.

12. Some Facts About Roadside Marketing in Ohio.
A study of the merchandising practices and the development of roadside stands.
13. How Bill Bartlett Became a Successful Food Merchant.
Written in fiction style. This book is packed with practical merchandising and management ideas.
14. Facts in Food and Grocery Distribution.
Statistics on grocery store operations. Published annually.
15. Sales and Margins by Commodities, 1951.
A report of a study made in 7 markets with average weekly sales of \$11,492 for a 12-week period.
16. Use These Margins as a Guide to Competitive Produce Prices.
Retail margins on fresh fruits and vegetables taken from several hundred self-service superettes.
17. Food Store Sales Potentials.
Contains maps and charts which outline the wholesale grocery areas. Also shows number of families per county and percentage of retail food store sales per county.
18. The 1953 Progress Report on Grocery Store Merchandising.
Food merchandising trends graphically and pictorially illustrated.
19. Cereals.
A brief history and study of recent sales trends, 1952.
- Department of Agricultural Economics
Ohio State University and Ohio Agricultural Experiment Station
Columbus 10, Ohio
- Progressive Grocer
Butterick Co., Inc.
161 Sixth Avenue
New York 13, N. Y.
- Do.
- Do.
- Do.
- This Week Magazine
420 Lexington Avenue
New York 17, N. Y.
- Do.
- Do.

20. Sales of Cake Flours, Baking Mixes, Pancake and Waffle Mixes, 1952.
Reported by 22 grocery chains and 15 wholesale grocers.
21. Modernizing and Operating Grocery Warehouses. Dom. Com. Ser. 26, 1951.
Application of production control principles to grocery warehousing.
22. Some Improved Methods of Handling Groceries in Self-Service Retail Food Stores. Market. Res. Rpt. 7, May 1952.
A study of the use of equipment and layout in receiving, checking in, price marking, and stocking groceries in retail food stores.
23. Methods of Handling and Delivering Orders Used by Some Leading Wholesale Grocers. Market. Res. Rpt. 13, May 1952.
Describing methods employed to improve efficiency and hold down costs of operation connected with handling and delivering orders.
24. An Analysis of Some Methods of Loading Out Delivery Trucks of Produce Wholesalers. Market. Res. Rpt. 15, May 1952.
An analysis of the comparative efficiency of six loading-out methods employed by produce wholesalers.
25. How Some Wholesale Grocers Build Better Retailers. Market. Res. Rpt. 12, May 1952.
Some of the services rendered retailers by successful wholesalers for their mutual benefit.
- This Week Magazine
420 Lexington Avenue
New York 17, N. Y.
- Marketing Division
Office of Industry and Commerce
U. S. Department of Commerce
Washington 25, D. C.
- Agricultural Marketing Service
United States Department of Agriculture
Washington 25, D. C.
- Do.
- Do.
- Do.

26. Better Utilization of Selling Space in Food Stores. Part I. Relation of Size of Shelf Display to Sales of Canned Fruits and Vegetables, Market. Res. Rpt. 30, November 1952.
Reporting lower costs and increased profits per unit of shelf space.
27. Technology in Food Marketing. Agr. Monog. 14, October 1952.
A survey of developments and trends in the processing and distribution of farm-produced foods.
28. Retail Market News as an Aid In Marketing. Market. Res. Rpt. 19, May 1952.
A study of opportunities for making further use of retail market news as an aid in the marketing of food products.
29. The Check-Out Operations in Self-Service Retail Food Stores, 1951.
Reporting a type of grocery checkout counter which permits retail grocery orders to be checked out faster and at less cost than earlier conventional systems.
30. How Fresh Fruit and Vegetable Distributors Can Get More Out of Their Materials-Handling Equipment. June 1950.
Examples of improved handling methods, principally covering the unloading of refrigerated rail cars and motor trucks.
31. Highlights From a Continuing Study of Your Super Market Customers.
Buying habits and characteristics of shoppers as shown in a survey made in 70 supermarkets.
- Agricultural Marketing Service
United States Department of Agriculture
Washington 25, D. C.
- Office of Information
United States Department of Agriculture
Washington 25, D. C.
- Agricultural Marketing Service
United States Department of Agriculture
Washington 25, D. C.
- Do.
- Do.
- Saturday Evening Post
Independence Square
Philadelphia, Pa.

32. **The Independent Grocer.**
A survey made in member stores of NARGUS. Trends and comparisons of grocery business.
33. **Proceedings of the Mid-Year Meetings.**
Current status and trends of the grocery business: Volume, margins, prices, operating expenses, competition, expansion, merchandising, and employee training.
34. **The Super Market Industry Speaks.**
Annual inventory of the supermarket industry. Graphs and charts covering many phases of supermarket operations.
35. **Proceedings of the Annual Convention.**
A review of speeches and convention highlights. Useful information on marketing practices.
36. **Grocery, Meat, and Produce Stores. May 1950.**
A catalog of informational materials. Also lists trade journals, directories, and trade associations related to the food industry.
37. (a) **Income Distribution in the U. S.**
(b) **Regional Trends in the U. S.**
(c) **National Income Supplement to the Survey of Current Business.**
Publications that will aid store owners and educators to better spot trends, problems, and business opportunities.
38. **Federal Labor Laws and Agencies.** Bull. 123, August 1950.
Brief and nontechnical summaries of Federal laws and regulations.
- Saturday Evening Post
Independence Square
Philadelphia, Pa.
- Super Market Institute
500 North Dearborn Street
Chicago 10, Ill.
- Do.
- Do.
- Business Information Service
U. S. Department of Commerce
Washington 25, D. C.
- Office of Business Economics
U. S. Department of Commerce
Washington 25, D. C.
- Bureau of Labor Standards
U. S. Department of Labor
Washington 25, D. C.

39. State Workmen's Compensation Laws. September 1950. Summarizes the main provisions of the State workmen's compensation acts.
40. State Child-Labor Standards. Bull. 158. Summarizes State laws affecting the employment of minors under 18 years of age.
41. State and Federal Hours Limitations. Bull. 116 (revised). A summary.
42. Occupational Outlook Handbook--Sales Occupations. Bull. 998, 1951.
43. State Labor Laws for Women With Wartime Modifications. December 1944. Analysis of regulatory laws, prohibitory laws, and maternity laws.
44. Know Your Money. A booklet illustrating what to look for in counterfeit money.
45. What Does It Take To Maintain Food Chain Leadership in Stores? 1953. A history of development, size, departmentalizing and current investment in food stores.
46. Management Aids for Small Business
No. 2, Adequate Production Control. August 1953.

No. 6, Is Your Labor Turn-over Cost Too High? July 1952.

No. 8, Incentive Techniques for Use in Small Business. August 1952.
- Bureau of Labor Standards
U. S. Department of Labor
Washington 25, D. C.
- Do.
- Do.
- Women's Bureau
U. S. Department of Labor
Washington 25, D. C.
- U. S. Secret Service
Treasury Department
Washington 25, D. C.
- National Association of Food Chains
726 Jackson Place NW.
Washington 6, D. C.
- Small Business Administration
U. S. Department of Commerce
Washington 25, D. C.

46. Management Aids for Small Business. --Continued
- No. 11, Minimizing the Cost of Breaking in New Personnel. September 1952.
- No. 19, Two Dozen Ideas for Effective Administration. January 1953.
- No. 30, Employee Selection and Placement Methods for Small Plants. June 1953.
- No. 33, Borrowing Money From Your Bank. August 1953.
- No. 34, Depreciation, Deterioration, and Obsolescence. October 1953.
- No. 37, Figuring and Using Break Even Points. October 1953.
- No. 39, How To Choose Your Banker Wisely. December 1953.
- No. 43, Appraise Your Competitive Position To Improve Company Planning. February 1954.
- No. 44, How To Build Your Sales Volume. March 1954.
- No. 45, Judging Your Purchasing Efficiency. March 1954.
- No. 46, How to Analyze Your Own Business. March 1954.
- No. 48, Sales Forecasting for Small Business. April 1954.
- All publications deal in principles that can be adapted to the grocery field.

47. **Measuring Your Store Operations.** Agr. Econ. Mimeo. 1953.
A check sheet for measuring produce department operations and management in retail food stores.
48. **Profit Through More Effective Retail Food Store Operation.** October 1953.
A series of lectures at the conference offered by NARGUS with the University of Chicago.
49. **A Comprehensive Study of Food Chain Newspaper Advertising.** March 1954.
Mimeographed term report providing background information for building a food advertising program.
50. **Frozen Food, 1954.**
Term report on wholesaling and retailing of frozen foods; includes charts, graphs, and tables.
51. **Prepackaging Produce.** October 1953.
Term report dealing with the development of produce pre-packaging. Includes layout of backroom retail facilities.

Department of Agricultural Economics
University of Illinois
Urbana, Ill.

National Association of Retail Grocers
360 North Michigan Avenue
Chicago 6, Ill.

Curriculum in Food Distribution
Michigan State College
East Lansing, Mich.

Do.

CONSUMER PREFERENCES AND BUYING HABITS

(See commodity listings also; i. e., eggs, frozen foods, etc.)

1. **Consumption of Food in the United States, 1909-52.** Agr. Handb. 62, September 1953. A basic guide to consumption habits and levels.
2. **Food Staff Presentation No. 12.**
Deals with customer shopping habits, likes, and dislikes.

Agricultural Marketing Service
U. S. Department of Agriculture
Washington 25, D. C.

Batten, Barton, Durstine & Osborne, Inc.
383 Madison Avenue
New York 17, N. Y.

3. Food Staff Presentation No. 13, If I Were My Grocer. Voluntary and uninhibited remarks and opinions of homemakers about their grocery stores.
4. Food Staff Presentation No. 14, How We Shop for Groceries. A report taken from 2,300 women on how and to what extent they plan their shopping.
5. Consumer Demand for Ripe-ness of Peaches. Tech. Bull. 48, 1950-51.
6. Quality Selection and Control of Fresh Vegetables. EE 305, August 1952. Home care and seasons.
7. Tomatoes and Sweet Corn. EE 305, August 1952. Selection and home care.
8. Consumer Preferences for Sweet Potatoes. Bull. 409, August 1951.
9. Consumer Acceptance of Washed Maine Potatoes. Bull. 493, August 1951. A study made to determine the feasibility and problems associated with washing Maine potatoes.
10. Commercial Washing of Maine Potatoes. Bull. 509, January 1953. A report of tests made to find out if consumers preferred washed potatoes.
11. Are Home Freezers and Frozen Food Plans for You? Food Market. Leaflet 9, March 1953. The economics of freezer-frozen food plans.
- Batten, Barton, Durstine & Osborne, Inc.
383 Madison Avenue
New York 17, N. Y.
- Do.
- Colorado Agricultural Experiment Station
Fort Collins, Colo.
- Cooperative Extension Service
University of Illinois
Urbana, Ill.
- Do.
- Agricultural Experiment Station
Louisiana State College
Baton Rouge, La.
- Maine Agricultural Experiment Station
University of Maine
Orono, Maine
- Do.
- College of Agriculture
Cornell University
Ithaca, N. Y.

12. Consumer Purchases of Fresh Fruits at Retail. Bull. 851. An analysis of prewar, wartime, and postwar sales. College of Agriculture Cornell University Ithaca, N. Y.
13. Consumer Purchases of Fresh Vegetables at Retail. AE. 752. Kinds and quantities of vegetables handled, dollar sales, and monthly variations in importance. Do.
14. How Mrs. Consumer Buys Potatoes in New York City. Supplies, varieties, and grades for sale; relation between price and quality, bulk price and packaged price, volume and price, turnover and margin of profit. Do.
15. Vegetables That Please. Ext. Bull. 357. Selection, home care, and preparation. Agricultural Extension Service Purdue University Lafayette, Ind.
16. New Concentrated Apple Juice. November 1951. Its appeal to consumers. A study of consumer acceptance. Agricultural Marketing Service United States Department of Agriculture Washington 25, D. C.
17. Consumer Buying Practices for Selected Fresh Fruits, Canned and Frozen Juices, and Dried Fruits Related to Family Characteristics, Region and City Size. Annual report. Do.
18. Price Spreads Between Farmers and Consumer. Bull. 4, November 1949. Deals with cost of distribution. Do.
19. Eggs and Poultry in City Diets. Commod. Sum. 4. Summarizes figures on quantities of eggs and poultry products used and points out factors affecting consumption. Agricultural Research Service United States Department of Agriculture Washington 25, D. C.

20. Sugars and Sweets in City Diets. Commod. Sum. 5. Summarizes the quantities of sugars and sugar-containing foods used by city families and points out some factors affecting distribution.
21. Dairy Products in City Diets. Commod. Sum. 6. Summarizes quantities of dairy products used by city families and points out some factors affecting consumption.
22. Potatoes and Sweetpotatoes Consumed by City Families. Commod. Sum. 7. A summary of quantities used and some factors affecting consumption.
23. Citrus Fruit Consumed by City Families. Commod. Sum. 8. Selections described and some factors affecting consumption shown.
24. Fruit Selections of City Families. Commod. Sum. 9. Selections described and some factors affecting consumption shown.
25. Vegetable Selections of City Families. Commod. Sum. 10. Quantities used by city families are summarized, and some factors affecting consumption are shown.
26. Food Consumption Trends. Spec. Rpt. 1. Covers estimates of 1 week's food consumption in the winters of 1935, 1946, and 1948. Includes only families designated as "wage earner." Made in Birmingham, Ala.
- Agricultural Research Service
United States Department of
Agriculture
Washington 25, D. C.
- Do.
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27. Nutritive Content of City Diets. Spec. Rpt. 2.
Information based on surveys of the quantities of food estimated by families to have been used at home during a 7-day period.
28. Vitamin and Mineral Content of Certain Foods as Affected by Home Preparation. Misc. Pub. 628.
An analysis of 20 common foods to determine true vitamin retention when cooked or prepared.
29. Citrus Preferences Among Household Consumers in Louisville and Nelson Counties. Ky. Agr. Inf. Bull. 2.
A study of the use of citrus products, per capita consumption, quantities, and merchandising preferences.
30. Peaches... Facts for Consumer Education. AIB 54.
Useful information on the marketing, selection, family use, and home canning and freezing of fresh peaches.
31. Tomatoes... Facts for Consumer Education. AIB 32.
Market information, selection, use, and nutritive values of tomatoes.
32. Beef... Facts for Consumer Education. AIB 84.
Market information, nutritive value, selection, and use of beef.
33. Pork... Facts for Consumer Education. AIBN 109, January 1954.
Digest of market information about pork, complete with bibliography.
34. (a) Egg Dishes for Any Meal.
Leaflet 261.
(b) Cheese in Your Meals.
Leaflet 262.
- Agricultural Research Service
United States Department of
Agriculture
Washington 25, D. C.
- Do.
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34. --Continued
(c) Recipes for Evaporated Apple Rings.
Leaflet 263.
(d) Green Vegetables in Every-day Meals.
Leaflet 272.
(e) Tomatoes on Your Table.
Leaflet 278.
(f) Chicken in the Freezer.
Leaflet 279.
(g) Sweetpotato Recipes.
Leaflet 293.
(h) Root Vegetables in Every-day Meals.
Leaflet 294.
(i) Potatoes in Popular Ways
Leaflet 295.
(j) Apples in Appealing Ways.
Leaflet 312.
(k) Poultry Cooking.
Farmers' Bull. 1888.
(l) Meat for Thrifty Meals.
Farmers' Bull. 1908.
(m) Turkey on the Table the Year Round.
35. A Fruit and Vegetable Buying Guide for Consumers. Home and Gard. Bull. 21, June 1952.
Consideration given to grades, sizes, seasons, and spoilage. Agricultural Marketing Service
U. S. Department of Agriculture
Washington 25, D. C.
36. A Consumer's Guide to U. S. Standards for Farm Products. Misc. Pub. 553.
The use of Federal standards as a reliable index to quality and as a useful guide to home-makers in buying food. Do.
37. U. S. Consumer Standards, Designed Especially To Identify Quality in Line With Consumer Preferences.
Grade specifications on brussels sprouts, carrots, celery, husked corn on the cob, kale, potatoes, spinach, and tomatoes. Do.
38. Consumer Fruit and Juice Purchases.
Monthly and quarterly summaries. Do.

39. Consumer Preferences Regarding Apples and Winter pears. Agr. Inf. Bull. 19, 1950.
Results of a survey to learn the purposes for which apples are bought and used by homemakers and to measure the considerations influencing homemakers' selections of apples.
40. Consumer Demand for Peaches in Varying Stages of Maturity. Bull. 339, 1951.
41. Consumer Analysis. Results of "brand preference" survey made and reported separately in 17 different cities.
42. Canned Foods in the Home, 1954.
Urban homemakers tell of use and selection of canned foods, through a survey that reached every census area.
43. Money Management Booklets, 1953.
Your Food Dollar, Children's Spending, Your Budget, Your Health Dollar, Your Clothing Dollar, The Shelter Dollar, Home Furnishings, The Recreation Dollar, Your Shopping Dollar, Time Management for Homemakers.
A series dealing with nearly all phases of consumer economics with some special attention to selection and use of food products and other commodities and services.
- Superintendent of Documents
U. S. Government Printing
Office
Washington 25, D. C.
- Utah Agricultural Experiment Station
Logan, Utah
- Washington Star, Milwaukee Journal, Portland (Maine) Press Herald and Evening Express, Columbus Dispatch and Ohio State Journal, Cincinnati Times Star, Indianapolis Star and Indianapolis News, Duluth Herald and News-Tribune, St. Paul Dispatch Pioneer Press, Omaha World-Herald, Salt Lake Tribune and Deseret News, Seattle Times, San Jose Mercury and News, Sacramento Bee, Fresno Bee, Modesto Bee, Long Beach Press-Telegram, and Honolulu Star-Bulletin.
- Research Department
Crowell-Collier Publishing Co.
640 Fifth Avenue
New York 19, N. Y.
- Consumer Education Department
Household Finance Corp.
919 North Michigan Avenue
Chicago 11, Ill.

COMMODITY INFORMATION

1. **California Deciduous Fruits.** Booklet containing accurate color reproductions of deciduous fruits. California Fruit Exchange Post Office Box 2038 Sacramento, Calif.
2. **The Story of California Oranges and Lemons.** A booklet on the early history of California citrus products. California Fruit Growers Exchange Dealer Service Division Sunkist Building Los Angeles, Calif.
3. (a) **The Story of Calavo.**
(b) **The Calavo Manual.**
(c) **Nutritional Value of Calavos.** Booklets on the evolution and history of the avocado. Seasons, production figures, care and handling, and diet and nutritional values. Calavo Growers of America Box 3486, Terminal Annex Los Angeles 54, Calif.
4. **Grade Qualities of Potatoes in Selected Retail Stores in Pittsburgh, Pennsylvania, 1950.** Bull. 24. Considers percentage of waste in relation to grade and shows how inflexible prices are related to quality. Agricultural Experiment Station University of Florida Gainesville, Fla.
5. **Marketing Potatoes for Consumer Approval, Expt. Sta.** Bull. 285. Summary of Western Regional Potato Research Conducted in Idaho, Oregon, and Colorado, 1947-50. University of Idaho Moscow, Idaho
6. **Importance of Apple Bruising and How To Prevent It.** Mimeo. Rpt. 29, October 1952. Deals with the effect of bruising on McIntosh apples in relation to volume of sales and retail prices received. Maine Agricultural Experiment Station University of Maine Orono, Maine

7. Effect of Storage and Railroad Transit on Potato Diseases, Injuries, and Shrinkage. Bull. 507, December 1952.
Describes changes that occurred in diseases and defects in potato shipments from Maine to New York during the period 1947-49.
8. Relationship of Price and Quality of Potatoes at Retail Level. Bull. 406.
Consumer acceptance of pre-sized potatoes and size preference. Causes of damage and injury. Shrinkage and discount.
9. Our Vegetable Travelers. Victor Boswell, Natl. Geog., Mag., August 1949.
An interesting article on the history of many fruits and vegetables.
10. Grade Qualities of Potatoes in Retail Stores, New York City, 1948. A.E. 707, March 1950.
Data obtained from a survey of 1,214 retail stores, including chain, independents, specialty stores, hucksters, and market stalls.
11. External Grade Qualities of Potatoes in Retail Stores, New York, Philadelphia, and Boston, January-February 1948. A.E. 837.
12. We Meet in the Salad Bowl. Reefer DeLuxe.
History of produce written in narrative style.
13. Marketing Charges for Head Lettuce. Market. Res. Rpt. 4, April 1952.
A report of the charges made at each step in the marketing process.
- Maine Agricultural Experiment Station
University of Maine
Orono, Maine
- Agricultural Experiment Station
University of Minnesota
Minneapolis Minn.
- National Geographic Magazine
16th and M Streets NW.
Washington 6, D. C.
- Department of Agricultural Economics
New York State College of Agriculture
Cornell University
Ithaca, N. Y.
- New York State College of Agriculture
Cornell University
Ithaca, N. Y.
- Nickle Plate Railroad Industrial Development Department
Cleveland 1, Ohio
- Agricultural Marketing Service
United States Department of Agriculture
Washington 25, D. C.

14. Marketing Charges for Potatoes Sold in Cleveland, Ohio, February-June, 1950. Market. Res. Rpt. 21.
A report of the charges made at each step in the marketing process.
15. Marketing Charges for Potatoes Sold in Pittsburgh, Pa., December 1949 to June 1950. Market. Res. Rpt. 5.
A report of the charges made at each step in the marketing process.
16. Transportation and Handling Costs of Selected Fresh Fruits and Vegetables in the San Francisco Bay Terminal Market Area. Market. Res. Rpt. 2.
Highlights the differences in costs between markets and marketing channels and among commodities.
17. Marketing Charges for Head Lettuce Sold in Cleveland, Ohio, February-June 1950. Market. Res. Rpt. 6.
18. National Food Situation. Issued quarterly.
19. The Vegetable Situation. Estimate of production, demand, and exports. Considers processed as well as fresh vegetables. Issued quarterly.
20. The Fruit Situation. Estimates of production, demand, and exports. Considers processed as well as fresh fruits and tree nuts. Issued quarterly.
21. The Poultry and Egg Situation. Estimates of egg and poultry supply and production. Egg prices and seasonal trends in relation to Government purchases, if any. Issued eight times yearly.
- Agricultural Marketing Service
United States Department of Agriculture
Washington 25, D. C.
- Do.

22. **The Dairy Situation.** Agricultural Marketing Service
Prices received by producers, United States Department of
wholesalers, and retailers. Agriculture
Issued 10 times yearly. Washington 25, D. C.
23. **The Marketing and Transportation Situation.** Do.
Consumer expenditures for foods; marketing and transportation charges for agricultural products; storage and facilities outlook; trends in production and marketing of frozen foods; and price spread summary. Issued quarterly.
24. **Commercial Truck Crops.** Do.
Truck crop news; current information on conditions and supplies.
25. **Farm-to-Retail Margins** Do.
From Appalachian Apples
Marketed in Pittsburgh,
1949-50.
Margins taken by each marketing agency in relation to services performed.
26. **Market Diseases of Tomatoes. Peppers, and Eggplants.** Agr. Agricultural Research Service
Handb. 28. United States Department of
Causes and treatment of market diseases and the effect Agriculture
proper handling can have on Beltsville, Md.
the control of these diseases.
27. **Market Diseases of Fruits and Vegetables.** Do.
Identifies diseases found in potatoes, peaches, plums, cherries, stone fruits, asparagus, onions, beans, and peas.
28. **Freezing Injury of Fruits and Vegetables.** Cir. 713. Do.
Results of observations on the market and of experimental investigations at controlled temperatures below the freezing point of water.

29. Effect of Packinghouse Treatments, Temperatures in Transit and Containers on Decay in Tangerines.
H. T. & S. Off. Rpt. 263, March 1952.
Results reported of the effects of temperature and handling and packing practices on decay.
30. Handling, Transportation, Storage and Marketing of Peaches. Bibliog. Bull. 21, December 1952.
Digest of research work and conclusions.
31. Deterioration of Long Island Potatoes in Marketing Channels. December 1950.
A study on where deterioration of potatoes takes place.
32. Fruit and Vegetable Market News.
Reports on market conditions, prices, and movement of nearly all commercially grown fresh fruits and vegetables. Covers large city wholesale markets and the more important producing and shipping areas.
33. Standardization and Inspection of Fresh Fruits and Vegetables. Misc. Pub. 604, October 1946.
History and application of standardization and inspection work.
34. U.S. Standards for Wholesale Trading and Identification of Quality of Perishables.
Grade specifications covering all important fruits and vegetables.
35. Agricultural Statistics.
Factual data on many aspects of agriculture. Published annually.
- Agricultural Research Service
United States Department of Agriculture
Beltsville, Md.
- Do.
- Agricultural Marketing Service
United States Department of Agriculture
Washington 25, D. C.
- Do.
- Do.
- Office of Information
U. S. Department of Agriculture
Washington 25, D. C.

36. **Apples.**
Nutritive values and care and serving.
37. **Post Harvest Handling and Marketing of Garden Fresh Sweet Corn.** Cir. 23, February 1954.
Background material suitable for the development of retailer-grower arrangements for marketing sweet corn.
38. **Price Supports in the Potato Industry.** Sta. Bull. 424, January 1954.
Provides background on the effect of price supports on retail prices of potatoes.
- Washington State Apple Commission
Wenatchee, Wash.
- Agricultural Experiment Station
Ohio State University
Wooster, Ohio
- Agricultural Experiment Station
University of Minnesota
St. Paul, Minn.

INSTRUCTION OUTLINES AND PLANS

1. **A Short Course in Frozen Foods.** October 1950.
Suggestions for classroom demonstrations.
 2. **The Handbook of Food Selling.** Alexander Todoroff.
Information in question-and-answer style on many produce items.
 3. **Merchandising Fruits and Vegetables.** Wells A Sherman.
A well-written history of fruit and vegetable marketing.
 4. **Procedure for Setting Up Retail Produce Courses and Outline for Training Program.**
A guide for use in planning an educational program in fruit and vegetable merchandising. Section on record keeping is especially valuable.
 5. **Instructional Outline on Meat Department Management.**
A summary of the essential factors to consider when building a complete management training program.
- Frozen Food Distributors Association of California, Inc.
313 Davis Street
San Francisco 11, Calif.
- Grocery Trade Publishing House
755 North Central Avenue
Chicago, Ill.
- McGraw-Hill Book Co.
New York, N. Y.
(Out of print; however, most schools and public libraries should have copies.)
- National Association of Retail Grocers
360 North Michigan Boulevard
Chicago 1, Ill.
- Do.

- 6. Meat Manual.**
Information on buying and cooking meat. Definite, simple guides for use in meat selection.
- 7. Ten Lessons on Meat.**
Considers in lesson form physical structure, nutrition, identification, and selection of meat, and the art of carving.
- 8. Tested Training Techniques.**
Haas and Ewing.
A simple down-to-earth presentation interestingly illustrated and technically accurate, which fills a real need of educators and personnel trainers.
- 9. A Training Course in Produce Merchandising.**
Instructors' manual. Cleverly illustrated.
- 10. Extension Retailer Education Clinic, Purdue University.**
June 1952.
A report of a national working conference dealing with the Agricultural Extension Service marketing work with retailers and wholesalers.
- 11. Produce Handbook(s)**
Parts I, II, and III, 1953-54.
Publications are based on SMI regional managers' meetings and cover all aspects of produce department operations.
- 12. Making Radio Work for You--A Handbook for Extension Agents.** Agr. Handb. 42, August 1952.
Ideas on planning and preparing broadcasts.
- National Live Stock and Meat Board
407 South Dearborn Street
Chicago 5, Ill.
- Do.
- Prentice-Hall, Inc.
70 Fifth Avenue
New York, N. Y.
- Super Market Publishing Co.
45 West 45th Street
New York, N. Y.
- Federal Extension Service
U. S. Department of Agriculture
Washington 25, D. C.
- Super Market Institute
500 North Dearborn Street
Chicago, Ill.
- Office of Information
U. S. Department of Agriculture
Washington 25, D. C.

VISUAL AIDS

Audiovisual teaching aids are invaluable in emphasizing and dramatizing the subject being taught. The experienced instructor will make full use of them.

Extension marketing specialists often develop their own slides, filmstrips, charts, and pictures. By using these materials that are especially adapted to their individual needs and circumstances, they can give the educational program a personal and local touch that makes it more effective.

Illustrations, statistics, and other pertinent material can be found in trade journals, government publications, and other sources. These may be clipped and mounted on cardboard, then enlarged and thrown on a screen, wall, blackboard, or other flat surface by means of an opaque projector.

The overhead projector is a handy tool. It enables the instructor to face his audience as he writes, using a grease pencil on clear acetate or cellophane sheets, the writing being reflected on the wall or screen behind the instructor under normal room-lighting conditions. Slides or previously prepared sheets may be effectively reflected.

The flannelgraph is cheap and useful, and is regaining popularity. It consists simply of a panel of tightly stretched flannel cloth. Cut-outs with scraps of flannel, felt, or sandpaper cemented to their backs may be applied to or removed from the flannel surface at will.

FRUIT AND VEGETABLE HANDLING AND MERCHANDISING

1. **Merchandising Fresh Fruits and Vegetables.** 16 mm., sound, color, 30 minutes. Merchandising film stressing color contrast and display building. California Fruit Growers Exchange Dealer Service Division Sunkist Building Los Angeles, Calif.
2. **Fresh Revolution.** 16 mm., color, sound. Tells the protopectin story. Do.
3. **Winter Profits With Sunkist.** 16 mm., sound, color. Displaying and merchandising navel oranges. Do.
4. **The Concentrate Story.** 16 mm., sound, color, 15 minutes. Takes the Florida orange from the grove to the consumer, highlighting the processing of orange concentrates. Florida Citrus Commission Lakeland, Fla.
5. **The World of Color.** 16 mm., sound, color, 15 minutes. The story of food products using the color-added process. Do.

6. **The Sun Goes North.** 16 mm., sound color, 20 minutes.
History of Florida citrus industry; picking, packing, shipping, processing, pre-cooling rooms, inspection, and concentrates.
7. **Profitable Partners.** 16 mm., color, sound, 20 minutes.
Touches on production, auction marketing, juice machines, salad-making tips, canned and concentrate tie-in displays, storage, artificial coloring, and service wholesaler contacts.
8. **Chiquita Banana.** 16 mm., sound, color, 15 minutes.
A Disney-produced film cleverly illustrating recipes.
9. **Doubting Thomas Goes to Town.** 16 mm., sound, 38 minutes.
A bit outdated. Designed to encourage better handling of fresh fruits and vegetables.
10. **Selling Produce.** 16 mm., sound, color, 40 minutes.
Care and handling demonstration. Owing to length of film, better results are obtained by showing only half of it at a time.
11. **Hands Across the Sea.** 16 mm., sound, 17 minutes.
On the growing and transportation of bananas.
12. **The Louisiana Yam Goes to Market.** 16 mm., sound, color, 20 minutes.
Follows the movement of the yam from the harvest fields to the dinner table. Shows proper handling procedures and consumer preferences in regard to grades and sizes. Nutritional points of value stressed.
- Florida Citrus Commission
Lakeland, Fla.
- Do.
- Fruit Dispatch Co.
Pier 7, North River
New York 6, N. Y.
- Do.
- Do.
- Louisiana Sweet Potato Com-
mission
Baton Rouge, La.

13. **Naturally Yours.** 16 mm., sound, color, 20 minutes. Illustrates the use of ice in displaying fresh fruits and vegetables.
14. **Apple Handling Methods.** 16 mm., color, sound, 20 minutes. Shows various systems of apple handling from orchard through packing line, and loading out.
15. **Merchandising Fresh Fruits and Vegetables.** 16 mm., color, sound, 19 minutes. Gives excellent tips on preparation, display, and overnight care of fresh produce.
16. **You Can Sell More Apples.** 35-mm. slides, color, written commentary. A picture presentation of the Cornell research study of apple merchandising at store level with sales results of methods used and size of packaged units.
17. **Profit in Produce--Thru Convenience,** 26 slides, 35 mm., color cartoon. Commentary and teaching guide supplied by Division of Agricultural Economics, Federal Extension Service, Washington, D. C.
- A teaching aid reviewing merchandising factors and use of equipment in produce departments.

National Association of Ice Industries
1706 L Street NW.
Washington 6, D. C.

Agricultural Marketing Service
U. S. Department of Agriculture
Washington 25, D. C.

Do.

College of Agriculture
Cornell University
Ithaca, N. Y.

Department of Agricultural Economics
University of Illinois
Urbana, Ill.

FROZEN, PROCESSED, AND PACKAGED FOODS

1. **The Locker Way of Living.** 35 mm. filmstrip, color, sound, 12 minutes. Tells the story of modern living, modern convenience, and modern economy.

Frozen Food Locker Institute
105 South Ninth Street
St. Louis 5, Ill.

2. **The Perfect Combination--Lockers and Home Freezers,** 35-mm. filmstrip, color, sound, 15 minutes.
How the locker plant and home freezer can be used together.
3. **Everyone Everywhere Likes California Cling Peaches.** 16 mm., color, sound. Home use, recipes, fruit and cocktail dishes. Designed for the consumer.
4. **Friend in the Cupboard.** 16 mm., color, sound. Home use of California cling peaches.
5. **Tips on How To Increase Profitable Prepackaging Sales.** 35-mm. filmstrip, color, sound. Store-level prepackaging, materials, techniques.
- Frozen Food Locker Institute
105 South Ninth Street
St. Louis 5, Ill.
- W. E. Hockey & Associates
437 Market Street
San Francisco, Calif.
- Do.
- Union Bag & Paper Corp.
Woolworth Building
New York 7, N. Y.

MEATS, POULTRY, AND DAIRY

1. **Poultry Processing From Live Bird to Ready-to-Cook.** 16 mm., sound, 30 minutes. Shows how to dress, eviscerate, cut up, and package poultry under Government inspection and grading.
2. **It's a Natural.** 16 mm., color, sound, 20 minutes. A motion picture story about packaged natural cheeses.
3. **Packaging Freshness.** 16 mm., color, sound, 20 minutes. Self-service meats: Equipment, layout, selection and display, cutting room, re-serve coolers, etc., Also weighing, pricing, wrapping, wrapping materials, and placement of labels.
- Gordon Johnson Co.
2519 Madison Avenue
Kansas City, Mo.
- Kraft Foods Co.
Chicago, Ill.
- Swift & Co.
Union Stock Yards
Chicago 9, Ill.

4. When It's Your Turn at the Meat Counter. C-16, 35 mm. filmstrip, color, sound. Designed for consumer groups. Stresses Federal grades and their application in meat selection.

Agricultural Marketing Service
U. S. Department of Agriculture
Washington 25, D. C.

GROCERY STORE OPERATIONS

1. The Impulse Pays Off. 16 mm., color, sound, 20 minutes.

The role of the package in creating the impulse to buy.

Film Department
E. I. du Pont de Nemours Co.
Wilmington, Del.

2. Dollar Garden. 35 mm. filmstrip, sound, 20 minutes. On handling and displaying fresh fruits and vegetables.

National Association of Retail Grocers
360 North Michigan Avenue
Chicago, Ill.

3. (a) Design for Selling.
(b) Strategy for Selling.
(c) Personnel for Selling.
(d) Your Grocery Department.
(e) Your Produce Department.
(f) Your Meat Department.
(g) Your Dairy Department.
(h) Your Bakery Department.
(i) Management Makes the Difference.
(j) Stock Handling and Check-out.
(k) Advertising for Selling.
(l) Showmanship for Selling.
(m) Public Relations for Selling.

Do.

The NARGUS Better Stores Program filmstrips. Each film in color with a sound recording to accompany it. Running time for each about 20 minutes.

4. Lifting Safely in Supermarkets. 35 mm., sound, 15 minutes.

Appeals to all groups. Shows dangers of improper lifting in grocery, meat, and produce departments.

Super Market Institute
500 North Dearborn Street
Chicago 10, Ill.

5. **The Spud and You.** 16 mm., sound, color, approximately 17 minutes. (Available from members of the NAFC.) Dramatizes the movement of food from the producer to the consumer and highlights the role played by the modern supermarket.
6. **The American Stores Milestone.** 16 mm., color, sound, 20 minutes. A documentary film showing results of tests made in 10 stores where foods packed in glass were displayed with foods packed in tin.

PERSONNEL AND HUMAN RELATIONS

1. **How To Know People.** 35 mm., filmstrip, 15 minutes. Chicago Film Studios
18 West Walton Place
Chicago 10, Ill.
2. **I Quit.** 35 mm., filmstrip, 15 minutes. Do.
3. **An Ounce of Suggestion.** 35 mm., filmstrip, 15 minutes. Psychology in handling people series. Do.
4. **The Inner Man Steps Out.** 16 mm., sound, 35 minutes. Supervision and human relations. Apply to local office of the General Electric Co.
5. **Strange Interview.** 16 mm., sound, 55 minutes. Effect of employee relations on production. (Specify 2/1200 feet reels when ordering.) Department of Public Relations
Film Section
General Motors Corp.
Detroit, Mich.
6. **Snowball Conference.** 16 mm., sound, 10 minutes. Things to avoid in setting up group meetings. Lockheed Aircraft Corp.
Dayton, Ohio
7. **People Are All Alike.** 35-mm. filmstrip, sound, 15 minutes. National Safety Council
20 North Wacker Drive
Chicago, Ill.

8. **Everybody's Different.** 35-mm. filmstrip, sound, 15 minutes. National Safety Council
20 North Wacker Drive
Chicago, Ill.
9. **Secret of Supervision.** 35-mm. filmstrip, sound, 15 minutes. Do.
10. **Teaching Safety on the Job.** 35-mm. filmstrip, sound, 15 minutes. Do.
11. **Teamwork for safety.** 35-mm. filmstrip, sound, 15 minutes. Do.
12. **Safety Case Histories.** 35-mm. filmstrip, sound, 30 minutes.
Human factors in safety Do.
13. **Letter to a Rebel.** 16 mm., sound, 18 minutes.
Free enterprise, the American way of life. (Prints available on a lease basis. Can be obtained for preview by specifying 30-day delay billing.) Text-Film Department
McGraw-Hill Book Co.
330 West 42d Street
New York 36, N. Y.
14. **By Jupiter.** 16 mm., sound 30 minutes.
A professional production on how to get along with people. Excellent for showing at the opening meeting of a course of instruction. Wilding Picture Productions,
Inc.
1345 Argyle Street
Chicago, Ill.

CHARTS AND GRAPHS

1. **Produce Pre-Packaging Chart.** Describes the proper gage of cellophane for use with different kinds of fruits and vegetables. Gives care and handling suggestions. Cellophane Division
E. I. du Pont de Nemours Co.
Wilmington, Del.
2. **Fresh Fruits and Vegetables Handling and Care.** A chart indicating conditions of temperature and moisture ideal for displaying fresh fruits and vegetables. Michigan State College
Cooperative Extension Service
East Lansing, Mich.

- 3. Food Value Charts.** Nutritional values of common foods presented in graphic form.
- 4. Functions of Foods in Nutrition.** Vitamin and nutritional values of meats, fruits, and vegetables. Useful as hand-out literature.
- 5. Agricultural Outlook Charts.** A catalog of charts covering a wide range of subjects dealing with the production, distribution, and consumption of food. May be ordered in ozalid prints, size 30 by 40 inches, or photographic prints, dull or glossy, 8 by 10 inches.
- 6. National Food Guide.** A pamphlet illustrating the "basic seven" food groups. Limited supplies available for distribution.
- 7. The Basic Seven.** A chart, 18 by 23, of foods that make up the "basic seven." Limited supplies available for distribution.
- 8. How To Make and Use a Flannelgraph.** A simple but effective visual aid that is particularly useful as a lecture aid.
- 9. Know the Eggs You Buy.** Considers weight and quality. Colored pictures comparing appearance of eggs of the various grades when broken out of shell, fried, and poached.
- 10. Know the Poultry You Buy.** PA 170, November 1952. Information poster on grades, quality, selection, and label information.
- National Live Stock and Meat Board
407 South Dearborn Street
Chicago 5, Ill.
- Do.
- Agricultural Marketing Service
U. S. Department of Agriculture
Washington 25, D. C.
- Office of Information
U. S. Department of Agriculture
Washington 25, D. C.
- Do.
- Federal Extension Service
U. S. Department of Agriculture
Washington 25, D. C.
- Agricultural Marketing Service
U. S. Department of Agriculture
Washington 25, D. C.
- Do.

11. Egg Buyer's Guide.
A sliding scale showing egg
prices in relation to weight.

Federal Extension Service
U. S. Department of Agricul-
ture
Washington 25, D. C.

MISCELLANEOUS

Merchandising aids of various kinds designed for use by retailers are supplied by some commercial concerns. Many of these will be useful to educators also. Usually they may be obtained readily from the sponsoring commercial organizations.

Price calculators, for example, may be used to show the retailer the importance of accurate pricing, markup, and accounting. They help him eliminate guesswork from his business operations. They save him time and money. Several kinds may be had, some of which are listed herein.

Some devices intended to stimulate sales will be helpful also in the classroom, especially where such merchandising aids have proved successful in influencing consumer acceptance and satisfaction. Typical are sampling devices or tie-in items of merchandise, to induce prospective customers to become acquainted with a good though perhaps unfamiliar product. Apple and pear slicers are in this category. Their use with good fruit in the retail store helps to promote sales of both the fruit and the slicers and builds good will.

These and other merchandising tools can be used to facilitate the work of the educator. The skillful instructor no doubt will be able to create special devices for his purposes by calling on his own ingenuity and that of his trainees.

In addition much information can be gained from the work of graduate students in the colleges, especially from unpublished theses. Reference is made to these sources of information.

1. **Sunkist Profit Calculator.**
Code T-57.
Plastic wheel showing box
count and cost in figuring
selling price of citrus.

Dealer Service Division
California Fruit Growers
Exchange
Sunkist Building
Los Angeles, Calif.
2. **Sunkist Price Calculator.**
Cardboard chart. Supply can
be obtained for handouts.

Do.
3. **Cost Finder.**
Cardboard chart.

Florida Citrus Commission
Lakeland, Fla.
4. **Stainless Steel Pear Slicer.**
Can be useful when preparing
pears and apples for custo-
mer sampling to encourage
impulse buying.

Oregon-Washington-California
Pear Bureau
502 Woodlark Building
Portland 5, Oreg.

5. **Price-O-Mat.**
Price calculator.
6. **Retail Merchants' Calculators.**
An aid in figuring retail prices, margins, and mark-ups.
7. **Washington Apple Price Calculator.**
Chart showing cost per pound and per dozen. Helps to determine resale prices. Supplies available for handouts.
8. **Doctoral Dissertations, Annual, Supplements.**
Available in many libraries, thesis are listed by subject matter. Where subject seems to be of value, copies can be borrowed through library from college listed.
9. **Master's Thesis List, Food Distribution, 1954.**
Theses as follows:

United Fresh Fruit and Vegetable Association
777 14th Street NW.
Washington 5, D. C.

General Foods Corp.
Pet Milk Co., Mueller Macaroni, and other food distributors

Washington State Apple Commission
Wenatchee, Wash.

H. W. Wilson Co.
950-972 University Avenue
New York 52, N. Y.

Library
Michigan State University
East Lansing, Mich.

- A Comparison of Grocery Wholesaling Organizations. Kendall Adams, 1953.
- Merit Rating of Store Personnel in the Food Chains. William Bayer, 1954.
- Marketing Research Applied to Food Chains. Harry Beckner, 1951.
- Retail Food Chains Store Supervision. Cletus Berning, 1953.
- Pilferage Control With a Retail Food Chain. Milton Berry, 1953.
- Store Manager Evaluation in the Retail Food Chain. Stanley Bloomer, 1954.
- An Investigation of the Retailing of Frozen Foods. Walter Bostic, 1951.
- Produce Merchandising in the Retailer Cooperative. Benjamin Bucell, 1954.
- The Feasibility of Producing and Marketing a Precooked Frozen, Packaged Meal. Samuel Butterklee, 1952.
- A Study of Centralized and Decentralized Prepackaged Meat Operations. William Carey, 1951.
- Service Versus Self-Service Counters in the Retail Food Industry. Paul Colgate, 1951.
- A Career in the Retail Food Chain Industry. Francis Derby, 1952.
- Factors Affecting the Delivery of Merchandise in the Food Chain Industry. Robert DeWeese, 1952.
- An Investigation of Labor Relations in Food Chains. Robert Dormady, 1951.

- Human Relations Applied to the Food Chain Store. Earl Edmondson, 1952.
- A Study of the Construction of Newspaper Advertisements Within Retail Food Chains. Thomas Fanos, 1952.
- Factors to be Considered in Determining Warehouse Capacity for a Retail Food Business. Loren Galbraith, 1952.
- Merchandising Through Related Displays in the Food Business. Spyros Gavrilides, 1952.
- A Retail Food Chain Training Program for the College Graduate. George Hanson, 1953.
- The Development, Production, Transporting and Marketing of Quick Frozen Orange Concentrate. Leonard Hart, 1952.
- Inventory Control in the Retail Operation of a Grocery Chain Store. Woodrow Joyner, 1953.
- Super Market Site Selection. Christos Lillios, 1953.
- A Method of Diagnosing Customer Shopping Habits and Preferences of Retail Food Stores. George McKenzie, 1951.
- Uses of Marketing Research by the Food Chain Industry. Eugene Mahany, 1951.
- An Inquiry into the Centralized Pre-packaging of Produce. Walter Malka, 1951.
- Dairy Manual for Food Super Markets. Whittington O'Neal, 1954.
- Chain Supermarket Management. Darl Orewiler, 1952.
- Warehouse Materials Handling in the Food Chain Store Industry. David Park, 1951.
- Procurement Methods of the Army. Bradley Radike, 1952.
- Employee Benefits in Retail Food Chains. Everett Reid, 1952.
- Current Check-Out Systems in Retail Food Stores. Richard Royer, 1951.
- A Case Study in the Development of a Supermarket. Donald Rubens, 1951.
- Merchandising of Eggs with a Retail Food Chain Store. Charles Stanulis, 1953.
- The Front End Operation of a Super Market. Lewis Steinberg, 1954.
- Evaluation of Food Chain Store Locations. Paul Swope, 1954.
- Inventory Control Techniques for a Grocery Warehouse. Frank Tuppeny, 1952.
- Effective Business Communications. Donald Weller, 1954.
- Retirement Plans in Retail Food Chains. Harris Whiting, 1951.
- The Training of Supermarket Checkers. William Windham, 1952.

